



AFL-CIO

AMERICA'S UNIONS

**American Federation
of Labor and
Congress of Industrial
Organizations**

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MEMORANDUM

TO: National and International Union Presidents
Principal Officers of State Federations and Central
and Area Labor Councils

FROM: Richard L. Trumka 

DATE: January 31, 2018

RE: BCTGM's Nabisco/Mondelez Campaign

As you are aware, in March 2017, the AFL-CIO Executive Council unanimously voted to designate the BCTGM's campaign against Nabisco/Mondelez as the Federation's first "Solidarity Campaign" in our National Good Jobs campaign.

Recently, I met with BCTGM International President David Durkee who advised me that the campaign has achieved success beyond expectations and that it is having a powerful financial and public relations impact on the company. He cites the overwhelming solidarity and fraternal support from the entire labor movement and our community partners as critical to the tremendous effectiveness of the campaign's strategies and initiatives.

The most recent major campaign initiatives discussed below are strong evidence of the power and effectiveness of labor and community partners' solidarity in advancing this important campaign:

- **November 10, 2017: Veterans Event**

This labor action, which took place in Chicago and was coordinated between the BCTGM and the Union Veterans Council, played widely across social media for almost a week after it was conducted. It focused on how Veterans who have served their country faithfully and provided a safe and secure homeland where many CEOs live and their headquarters reside are being left behind as these American heroes are laid off and watch their jobs go abroad. Through your help and the work of your organization's respective communications departments, this event reached well over 4,000,000 households and carried the campaign message to hundreds of thousands more.



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- **November 16, 2017: Big Box Store Boycott Day**

This labor action was carried out by the BCTGM in coordination with the AFL-CIO. Virtually every Federation affiliate and numerous state and local labor federations participated. More than 125 Big Box stores (Costco, Sam's Club, BJ's) across the country were greeted by hundreds of leafleting union activists thanking people who were about to shop at these establishments for NOT buying Nabisco/Mondelez products made in Mexico. Many thousands of consumers were reached on this one day in states across the country, including Hawaii. More than 1.15 million households were reached through social media regarding this event due to the labor movement's efforts.

- **December 2017: Interdenominational Bi-National Faith Based Report on Nabisco/Mondelez**

From August through December 12, 2017, Interfaith Worker Justice (IWJ), in cooperation with the BCTGM and clergy from across the country and in Mexico, investigated the social and economic impacts of outsourcing jobs from the U.S. to Mexico and how such business models exploit workers on both sides of the border. These investigations resulted in a comprehensive report, "Breaking Faith – Outsourcing and the Damage Done to Our Communities," which was released at a major media event held at the AFL-CIO on December 12. Many affiliate International Secretary-Treasurers attended the press conference. Also participating was Congressman John Lewis (D-GA), a campaign supporter. Affiliate communications departments followed up the press event by pushing the report widely on social media. The report will be distributed widely and will be used in 2018 to propel a new segment of the Nabisco/Mondelez campaign strategy.

- In an associated action, U.S. and Mexican media widely covered this IWJ investigation and report. A November 27th labor action in Salinas, Mexico was attended by more than 130 union members, activists and clergy and included the delivery of a letter from clergy to plant management at the Nabisco/Mondelez bakery in Salinas, the facility where 600 U.S. middle-class bakery jobs were sent in 2016.

The media reach on the issuance of this report was over 800,000 households.

These are only the most recent major examples of the successful joint efforts made possible by the commitments you and your respective organizations have made in assisting this campaign.

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The BCTGM's Nabisco campaign is getting closer to achieving its goals. However, the fight is not yet over. The BCTGM's campaign forges ahead at full speed and strength. The AFL-CIO Memo to International and National Union Presidents and our affiliates must remain committed to being an active part of this campaign until ultimate victory is achieved.

Therefore, I am asking your organization for its continued support of the Nabisco campaign by taking the following actions:

- **Check the Label** - Continue to have your members support the BCTGM "Check the Label" initiative by once again promoting it in your organization's publications and online membership outreach platforms. *(The graphic advertisements are provided as part of this communication)*
- **Nabisco 600 at Upcoming Labor Meetings and Events** - Invite Nabisco campaign spokespersons to your scheduled meetings or conventions where the campaign message can be communicated to your leaders and rank-and-file. Utilizing these opportunities has proven extremely valuable in advancing the campaign. The BCTGM will sponsor these trips by BCTGM members and staff and provide materials for member education. To contact the campaign, simply email your event invitation to Nabisco600@bctgm.org. A member of the campaign staff will get back to you right away.
- **Social Media Push on New Faith-based Report that was just released** - Help the campaign pass the Faith-based Report across your social media outlets. *(A digital copy of that report is also attached to this communication.)*
- **Assistance in Building of a Member/Ministerial Campaign Network to Save American Jobs** - In conjunction with the Faith-based Report, the BCTGM, in cooperation with Interfaith Worker Justice, is putting together a "Member-Ministerial Campaign Network." If successful, this initiative will connect member-ministers and labor-friendly ministers across the country to promote the message in the IWJ Report and help the campaign connect with ministers and clergy of all faiths from all geographic areas of the country and Mexico who will endorse the report as a way of supporting this campaign.

If your Union and affiliated locals have member ministers or relationships with clergy who would be interested in this powerful effort, please have them contact the campaign at Nabisco600@bctgm.org.

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- **Responding to Upcoming Campaign Special Event Actions in 2018** – Over the course of the coming months, there will be Special Event Days of Action, which you will be advised well in advance, including the Mondelez Shareholders meeting in May.

It will be extremely helpful to the campaign for your respective communications and social media departments to continue to engage in these upcoming events.

I want to thank you and your respective organizations for helping to make the Nabisco/Mondelez Campaign an ongoing success and one that truly reflects the power of concerted and meaningful efforts when we conduct them in a determined collective fashion. Your efforts throughout have been tremendous. Thank you for going the extra mile and making this win more possible with each passing day.

Victory for the BCTGM in this campaign against a \$26 billion multinational corporation will be a victory for the entire labor movement, as it will send a powerful message to companies in every industry that share Nabisco/Mondelez's destructive business model of outsourcing good, middle-class manufacturing jobs to low-wage countries.

We are closer than ever to the desired outcome. We just need to outlast this destructive multinational corporation "one day longer."

RLT/jhl
Attachments